

## **DIGITAL VIDEO PRODUCTION**

Digital video has become a prominent and effective way of conveying new ideas and products. This event provides recognition for FBLA members who demonstrate the ability to create an effective video to present an idea to a specific audience.

### **CONTENT**

The multimedia presentation should follow the topic that is published in the National Chapter Management Handbook for the current year. The presentation may include, but is not limited to elements such as graphics, pictures, music, voice over, sound, and text.

### **ELIGIBILITY**

Each district is represented by one digital video production presentation. Entries may be created by an individual member or by a team, not to exceed three members. In the event of a team entry, no more than one member may have competed in this event at a previous State Leadership Conference. The participants must qualify as active FBLA members to be eligible for this event. Local chapter members do not have to attend the State Leadership Conference to enter this event.

### **PROCEDURE**

1. An online entry must be submitted by March 17.
2. Three copies of the presentation must be postmarked no later than March 17.
3. Entries will be judged according to the rating sheet.
4. Presentations should be clearly labeled with the name of the student participant(s), the school name, city, and state.
5. Student members, not advisers, must prepare a digital video production. Advisers should serve as consultants to ensure that the presentations are well organized, contain substantiated statements, and are developed in an acceptable business style.
6. Presentations should be at least two and no more than four minutes in length.
7. Presentations may be saved and submitted using only DVD.
8. Entries may be created in any video editing program, but must play on a standard DVD player. The program must include a player/viewer to run the production.
9. The production may use any method to capture or create moving images. Cameras can include traditional camcorders or mini-DVD format.
10. Copyright laws must be followed and entries must be accompanied by written clearances and/or releases for all images of individuals, locations, storefronts, etc., included in the production.

11. It is recommended that royalty-free music be used, but it still must be documented that the music is royalty free.
12. Entries must be accompanied by a Read Me file (300 words or less) noting software used, and source of information and instructions of running the presentation.
13. Presentations not adhering to these regulations may be disqualified.

## JUDGING

Using the rating sheet, a panel of judges selects the winners. All decisions of the judges are final.

Judges will complete a rating sheet on each presentation and assign a rank to it. The rating sheets should substantiate the rankings.

The rank given by each judge for the presentation is recorded on a ranking sheet. The ranks for each presentation are totaled. The presentation with the highest rank is the winner. The highest rank is one.

In the event of ties, the presentation receiving more small numbers from the judges is the winner. If ties remain after using this step, judges are to break the ties.

## AWARDS

Plaques are presented to the winners of first through fifth places as long as finances are available. Certificates are presented to sixth through tenth place winners.

## REPRESENTATION AT NATIONAL

The first and second place winners are entitled to represent the state chapter at the National Leadership Conference.

## DIGITAL VIDEO PRODUCTION

Rank the presentations within a first to last order. No ties.

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Theme properly developed	0	1 - 7	8 -14	15 - 20	
Elements included in presentation are suitable and appropriate, and directed towards a specific audience	0	1 - 3	4 - 7	8 - 10	
Copyright laws have been followed and permissions are cited in Read Me file	0	1 - 3	4 - 7	8 - 10	
Presentation is clear and concise	0	1 - 3	8 -14	15 - 20	
Effective use of innovative technology	0	1 - 7	8 -14	15 - 20	
Proper use of grammar, spelling, punctuation, etc.	0	1 - 3	4 - 7	8 - 10	
<b>Presentation</b>					
Presentation includes an effective opening, body, and conclusion	0	1 - 7	8 -14	15 - 20	
Transitions are effective and appealing	0	1 - 5	6 - 10	11 -15	
Audio and visual elements coordinated and complimentary	0	1 - 5	6 - 10	11 -15	
Audio editing <ul style="list-style-type: none"> <li>• Good quality</li> <li>• Appropriate volume</li> </ul>	0	1 - 5	6 - 10	11 -15	
Proper use of video technology <ul style="list-style-type: none"> <li>• Video uses multiple camera angles</li> <li>• Video is smooth and steady</li> <li>• Video is in focus</li> </ul>	0	1 - 5	6 - 10	11 -15	
Titles and graphics enhance overall quality or presentation	0	1 - 5	6 - 10	11 -15	
Presentation effective at motivating audience to action	0	1 - 5	6 - 10	11 -15	
Penalty Points Deduct five (5) points for presentations over 4:00 minutes					
Final Score					/200 max

Verification of total score (initials)

\_\_\_\_\_ Event Supervisor

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# RANKING SHEET - MISSOURI FBLA DIGITAL VIDEO PRODUCTION

NAME OF PARTICIPANT AND SCHOOL	RANK BY JUDGE	RANK BY JUDGE	RANK BY JUDGE	TOTAL	FINAL RANK (Smaller number wins)
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					

In the event of a tie, the tie will be broken by awarding the higher rank to the person who received more small numbers from the judges.

$\downarrow \downarrow \quad \checkmark$   
**Example:** 1 2 6 = 9 2 } Tied for second      **Winner**  
                  2 3 4 = 9 2

If tie remains after this step, judges will make a decision as to the rank to be assigned.